

From: "Howard Robertson" <trusthoward@gmail.com>
To: "William Gibbons (wgibbons)" <wgibbons@memphis.edu>
CC: "Linda Russell" <lrussell@memphiscrime.org>
Date: 8/15/2017 5:48:48 PM
Subject: Re: Bumper stickers

Sure. I'll get back to you. Linda, when you can could you give me the traffic count on your website.
Thanks,
H

On Tue, Aug 15, 2017 at 4:23 PM, William Gibbons (wgibbons) <wgibbons@memphis.edu> wrote:
Well, first, we need to get the mayor to approve the idea. Can you run it up the flagpole through Ursula, Kyle, or whomever?

Bill

Sent from my iPad

On Aug 15, 2017, at 4:38 PM, Howard Robertson <trusthoward@gmail.com> wrote:

Definitely agree,
I'd like to understand how many would be needed for city vehicles and then we'd understand better how many to print.
Can we get that?
Thanks,
H

On Aug 15, 2017 2:33 PM, "William Gibbons (wgibbons)" <wgibbons@memphis.edu> wrote:
Howard,

You will recall that Mayor Herenton had this done for Gun Crime Is Jail Time. Every vehicle from MPD to MLGW vehicles had the bumper stickers.

Bill

Sent from my iPhone

On Aug 15, 2017, at 12:34 PM, Linda Russell <lrussell@memphiscrime.org> wrote:

Hello Howard – I believe you mentioned possibly using bumper stickers as part of the gun crime campaign. Here's a thought. One way to reach the deep into the community would be to have a gun crime bumper sticker on all city vehicles. There are hundreds of city vehicles that travel in all parts of the city. I realize that would have to be approved by Mayor Strickland and put in place at his direction. Just a thought.

I'm waiting for response on the number of posters.

Linda

<image002.jpg>

Linda H. Russell, Vice President

Communication and Development

Memphis Shelby Crime Commission

600 Jefferson Avenue, 4th Floor

Memphis, TN 38105

Ph: 901.385.4230

Fax: 901.577.2086

lrussell@memphiscrime.org

--

Howard Robertson
President & CEO
TRUST Marketing Inc.
44 N. Second Street
Suite 800
Memphis, TN 38103
901.521.1300
901.521.0901
www.trustmkt.com

paaaa